AMENDMENTS TO THE CLAIMS:

This listing of claims will replace all prior versions and listings of claims in the application:

1.   (Currently Amended) A method for delivering context-sensitive advertising to a user via a delivery framework, comprising:

associating a plurality of mobile wireless devices with the user;

associating a location-unique user profile with the user, the location-unique user profile being accessible via the plurality of mobile wireless devices;

receiving a signal within the delivery framework from a mobile wireless device included in the plurality of mobile wireless devices[[,]] the signal comprising one of a ping and a call, wherein the delivery framework is configured to receive a ping signal and is configured to receive a call signal;

identifying from the signal an identifier associated with the mobile wireless device;

ascertaining from the signal a state of the mobile wireless device, the state indicating availability of the mobile wireless device to receive context-sensitive advertising;

determining from the signal a location of the mobile wireless device;

updating the identifier, the state, and the location associated with the user in a profile database utilizing a context engine within the delivery framework;

associating the location of the mobile wireless device and a landmark in the profile database;

continuously updating [[a]] the location-unique user profile, wherein the location-unique user profile is based on access to advertisements, the mobile wireless device's location at time of access to advertisements, and the mobile wireless device's access of network sites indicative of user preferences;

enabling the user to switch devices and location-unique user profiles, wherein one or more location-unique user profiles are associated with the user, wherein the

~~mobile wireless device supports selecting the location-unique user profile from one of a plurality of users, and wherein each location-unique user profile is accessible via a plurality of mobile wireless devices;~~

accessing the location-unique user profile with the mobile wireless device;

selecting advertisements from an advertisement database based on the identifier, the state, the location, the ~~selected~~ accessed location-unique user profile, and the landmark associated with ~~of~~ the mobile wireless device, utilizing the context engine; and

transmitting the advertisements to the mobile wireless device, wherein the transmission is independent of communication initiated from the mobile wireless device.

2.   (Currently Amended) The method as recited in claim 1, wherein the mobile wireless device is selected from ~~the~~ a group consisting of a personal digital assistant, a palm-top computer, a lap-top computer, and a cellular phone.

3.   (Currently Amended) The method as recited in claim 1, wherein the mobile wireless device utilizes cellular technology.

4. - 5. (Cancelled).

6.   (Previously Presented) The method as recited in claim 1, wherein the location includes a cell identifier.

7.   (Cancelled).

8.   (Previously Presented) The method as recited in claim 32, wherein the alias is selected from the group consisting of HOME, WORK, and PLEASURE.

9.   (Currently Amended) The method as recited in claim 1, wherein the state includes at least one of ON and OFF.

10.   (Currently Amended) The method as recited in claim 1, wherein the identifier, the state, and the location are transmitted utilizing ~~the~~ a network.

11.   (Original) The method as recited in claim 1, and further comprising associating the location of the mobile wireless device, and a longitude coordinate and a latitude coordinate in the profile database.

12.   (Original) The method as recited in claim 1, wherein the method is carried out utilizing a service control architecture.

13.   (Original) The method as recited in claim 12, wherein the service control architecture includes a database, a profiler module, an application module, a network resource module, a presentation module, and a policy server.

14.   (Previously Presented) The method as recited in claim 12, wherein the service control architecture includes:
a database;
a profiler module coupled to the database, the profiler module adapted for collecting a state of a user along with profile information selected from the group consisting of identity, location, available services per location, devices per location, and security per location, wherein the profiler module communicates the profile information to the database for storage therein;
an application module coupled to the database and including a plurality of application program interfaces for interfacing with a plurality of applications, the application module adapted for allocating application resources to the applications based on the profile information stored in the database;
a network resource module coupled to the database and a plurality of network routers, the network resource module adapted for configuring the network routers based

on the profile information stored in the database and the application resources allocated to the applications;

a presentation module coupled to the database, the presentation module adapted for tailoring an output of the applications based on the profile information; and

a policy server coupled to the database, the application module, the network resource module, and the presentation module for controlling the operation thereof in accordance with policies identified utilizing the profile information.

15.   (Currently Amended) A computer program product embodied on a computer- readable medium for causing a processing device to execute a set of computer code included on the computer program product, the computer program product for delivering context-sensitive advertising to a user, comprising:

computer code for associating a plurality of mobile wireless devices with the user;

computer code for associating a location-unique user profile with the user, the location-unique user profile being accessible via the plurality of mobile wireless devices;

computer code for receiving a signal from a mobile wireless device included in the plurality of wireless mobile devices[[,]] said signal comprising one of a ping or a call, wherein said code for receiving a signal is configured to receive a ping signal and is configured to receive a call signal;

computer code for identifying from the signal an identifier associated with the mobile wireless device;

computer code for ascertaining from the signal a state of the mobile wireless device;

computer code for determining from the signal a location of the mobile wireless device;

computer code for updating the identifier, the state, and the location associated with the user in a profile database utilizing a context engine;

computer code for associating the location of the mobile wireless device and a landmark in the profile database;

computer code for continuously updating [[a]] the location-unique user profile, wherein the location unique user profile is based on access to advertisements, the mobile wireless device's location at time of access to advertisements, and the mobile wireless device's access of network sites indicative of user preferences;

~~computer code for enabling the user to switch devices and location-unique user profiles, wherein one or more location-unique user profiles are associated with the user, wherein the mobile wireless device supports selecting the location-unique user profile from one of a plurality of users, and wherein each location-unique user profile is accessible via a plurality of mobile wireless devices;~~

computer code for accessing the location-unique user profile with the mobile wireless device;

computer code for selecting advertisements from an advertisement database based on the identifier, the state, the location, the selected location-unique user profile, and the landmark associated with ~~of~~ the mobile wireless device, utilizing the context engine; and

computer code for transmitting the advertisements to the mobile wireless device, wherein the transmission is independent of communication initiated from the mobile wireless device.

16.   (Currently Amended) The computer program product as recited in claim 15, wherein the mobile wireless device is selected from ~~the~~ a group consisting of a personal digital assistant, a palm-top computer, a lap-top computer, and a cellular phone.

17.   (Currently Amended) The computer program product as recited in claim 15, wherein the mobile wireless device utilizes cellular technology.

18. - 19.   (Cancelled).

20.   (Original) The computer program product as recited in claim 15, wherein the location includes a cell identifier.

21.   (Cancelled).

22.   (Previously Presented) The computer program product as recited in claim 33, wherein the alias is selected from the group consisting of HOME, WORK, and PLEASURE.

23.   (Currently Amended) The computer program product as recited in claim 15, wherein the state includes at least one of ON and OFF.

24.   (Currently Amended) The computer program product as recited in claim 15, wherein the identifier, the state, and the location are transmitted utilizing the a network.

25.   (Original) The computer program product as recited in claim 15, and further comprising computer code for associating the location of the mobile wireless device, and a longitude coordinate and a latitude coordinate in the profile database.

26.   (Original) The computer program product as recited in claim 15, wherein the computer program product is executed utilizing a service control architecture.

27.   (Original) The computer program product as recited in claim 26, wherein the service control architecture includes a database, a profiler module, an application module, a network resource module, a presentation module, and a policy server.

28.   (Previously Presented) The computer program product as recited in claim 26, wherein the service control architecture includes:
    a database;

a profiler module coupled to the database, the profiler module adapted for collecting a state of a user along with profile information selected from the group consisting of identity, location, available services per location, devices per location, and security per location, wherein the profiler module communicates the profile information to the database for storage therein;

an application module coupled to the database and including a plurality of application program interfaces for interfacing with a plurality of applications, the application module adapted for allocating application resources to the applications based on the profile information stored in the database;

a network resource module coupled to the database and a plurality of network routers, the network resource module adapted for configuring the network routers based on the profile information stored in the database and the application resources allocated to the applications;

a presentation module coupled to the database, the presentation module adapted for tailoring an output of the applications based on the profile information; and

a policy server coupled to the database, the application module, the network resource module, and the presentation module for controlling the operation thereof in accordance with policies identified utilizing the profile information.

29.   (Currently Amended) A system for delivering context-sensitive advertising to a user, comprising:

a plurality of mobile wireless devices associated with the user;

a first database in communication with the plurality of mobile wireless devices for associating a location-unique user profile with the user, the location-unique user profile being accessible via the plurality of mobile wireless devices;

a mobile wireless device, included in the plurality of mobile wireless devices, for transmitting a signal[[,]] said signal comprising one of a ping or a call, wherein the mobile wireless device is configured to transmit a ping and is configured to transmit a call;

a context engine in communication with the mobile wireless device for identifying from the signal an identifier associated with the mobile wireless device, ascertaining from the signal a state of the mobile wireless device, and determining from the signal a location of the mobile wireless device wherein the location is associated with a location alias selected by the user from a plurality of available aliases, wherein the state indicates availability of the mobile wireless device to receive context-sensitive advertising;

a ~~first~~ profile database coupled to the context engine for storing the identifier, the state, and the location of the mobile wireless device;

said context engine further adapted for associating the location of the mobile wireless device and a landmark in the profile database and for continuously updating [[a]] the location-unique user profile based on access to advertisements, the mobile wireless device's location at time of access to advertisements, and the mobile wireless device's access of network sites indicative of user preferences wherein the user profile is unique to the selected location alias;

said context engine further adapted for ~~enabling the user to switch devices and location-unique user profiles, wherein one or more location-unique user profiles are associated with the user, wherein the mobile wireless device supports selecting the location-unique user profile from one of a plurality of users, and wherein each location-unique user profile is accessible via a plurality of mobile wireless devices~~ allowing access to the location-unique user profile by the mobile wireless device;

a second database coupled to the context engine for storing advertisements that are retrieved by the context engine based on the identifier, the state, the location of the mobile wireless device, the selected location-unique user profile, and the landmark associated with ~~of~~ the mobile wireless device; and

wherein the advertisements are transmitted to the mobile wireless device independent of communication initiated from the mobile wireless device.

30. (Previously Presented) The system as recited in claim 29, wherein the context engine is a component of a service control architecture including a profiler

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module, an application module, a network resource module, a presentation module, and a policy server.

31.   (Currently Amended) A method for delivering context-sensitive advertising to a user via a delivery framework, comprising:

associating a plurality of devices with the user;

associating a user profile with the user, the user profile being accessible via the plurality of devices;

receiving a signal from ~~one of a plurality of devices associated with a single user~~ a device included in the plurality of devices[[,]] ~~the signal comprising one of a ping and a call, wherein the delivery framework is configured to receive a ping signal and is configured to receive a call signal~~;

identifying an identifier associated with the device from which the signal is received;

ascertaining a state of the device from which the signal is received, the state indicating availability of the ~~mobile wireless~~ device to receive context-sensitive advertising;

determining if the device is mobile;

if the device is determined to be mobile,

determining a location of the device from which the signal is received,

associating the location of the device from which the signal is received, and a longitude coordinate and a latitude coordinate in ~~the~~ a profile database, wherein the location is associated with a location alias selected by the user from a plurality of available aliases, and

associating the coordinates of the device from which the signal is received, and a landmark in the profile database;

updating the profile database utilizing a context engine within the delivery framework;

continuously updating [[a]] the user profile based on access to advertisements, ~~mobile wireless~~ the device's location at time of access to advertisements, and the

device's access of network sites indicative of user preferences wherein the user profile is unique to the selected location alias;

~~enabling the user to switch devices and user profiles, wherein one or more user profiles are associated with the user, wherein the mobile wireless device supports selecting a user profile from one of a plurality of users, and wherein each user profile is accessible via a plurality of mobile wireless devices;~~

<u>accessing the user profile with the device;</u>

selecting advertisements from an advertisement database based on the identifier, <u>the</u> state, <u>the</u> location, the ~~selected~~ user profile, or <u>the</u> landmark <u>associated with the device</u> utilizing the context engine; and

transmitting the advertisements to the device, wherein the transmission is independent of communication initiated from the ~~mobile wireless~~ device.

32. (Previously Presented) The method as recited in claim 1, wherein the location is associated with a location alias selected by the user from a plurality of available aliases.

33. (Previously Presented) The computer program product as recited in claim 15, wherein the location is associated with a location alias selected by the user from a plurality of available aliases.